

United States  
**Census  
2000**

**Businesses, both large and small, need accurate information for sound financial analysis and strategic planning.**

# Partnerships With Business

*As the 21st Century begins, Census 2000 will be the source for accurate, detailed data on population growth and decline, household income and family composition, changes in racial and ethnic distributions and labor force strength.*

## **It's a Fact: Business Needs Census 2000.**

- To provide a basis for analyzing business risks.
- To identify areas where your services and products are needed.
- To make sure your direct mail and advertising campaigns reach the right communities with the right messages.
- To evaluate potential markets using data on income, occupation and education.
- To analyze labor markets, using data on age, occupation, education and transportation.
- To locate new offices, branches, outlets, shopping malls, manufacturing centers and distribution points.

## **It's Also a Fact: Census 2000 Needs Business.**

To achieve the most accurate and complete census possible, Census 2000 must enlist strong partners. Your standing in the community, as well as your access to clients and workers, makes you the ideal partner for this important venture.

## **Help Promote Census 2000.**

- Endorse Census 2000 by making a public statement supporting the census.
- Identify an individual in your company to work closely with the Census Bureau.
- Place census messages on your products, bags, sales bulletins and other communications.
- Place census messages in your company newsletter and in payroll envelopes. Encourage employees to take part in the census and remind them when it's time to fill out their forms or open their doors to census workers.
- Post recruitment and promotional materials in your place of business.
- Use reproducible inserts and drop-in articles that the Census Bureau can supply. For more information, please call your Regional Census Center listed on the back of this form.
- Sponsor community events to promote participation in the census.
- Put Census 2000 on the agenda at annual meetings, conventions and professional conferences.
- Contact your city's or county's Complete Count Committee and get involved in local activities to promote the census. If your area has not yet formed a Complete Count Committee, urge your highest elected official to do so!

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U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

**An Equal Opportunity Employer**  
U.S. Census Bureau



**To find out more about becoming a Census 2000 partner, call your Regional Census Center listed below.**

For additional information about Census 2000, visit the Census Bureau's Internet site at <http://www.census.gov> or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573

Boston 617-424-4977

Charlotte 704-344-6624

Chicago 312-353-9759

Dallas 214-655-3060

Denver 303-231-5029

Detroit 248-967-9524

Kansas City 816-801-2020

Los Angeles 818-904-6522

New York City 212-620-7702  
or 212-620-7703

Philadelphia 215-597-8312

Seattle 206-553-5882

**Help Recruit the Best Possible Work Force.**

Consider encouraging employees to take part-time, temporary jobs with the census. To remain fully staffed, Census 2000 must constantly recruit. We're looking for people who want to schedule census jobs around their current employment, as well as retirees and people who are not currently employed. Interested job applicants should call **1-888-325-7733**. Advertise our jobs in your newsletters or on your bulletin boards. Help us find space where we can test applicants.

**Spread the Word That Answering the Census Is Important, Easy and Safe.**

Every 10 years, the Constitution directs the Census Bureau to conduct a complete accounting of every resident in the United States. Participating in the census is in everyone's best interest. People who answer the census help their communities obtain state and federal funding, as well as provide valuable information for planning schools, hospitals and roads. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The best way to make sure people like you are represented in the census is to simply fill out the form and encourage others to do so.

Each individual's answers are combined with others to produce the statistical summaries that are published. No one outside the Census Bureau will be able to connect the answers with an individual's name or address. All information on individuals is held strictly confidential.

By law, the Census Bureau cannot share the individual answers it receives with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law can receive up to five years in prison and \$5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.